

**CYBER MEDIA**



**PRESS RELEASE**

July 25, 2007

**QUARTER ENDED JUNE 2007**

## CyberMedia records 20.2% YoY increase in Total Income for Q1 FY'08

- EBITDA margin up to 14.8% from 14.3%

### Financial Highlights (Consolidated)

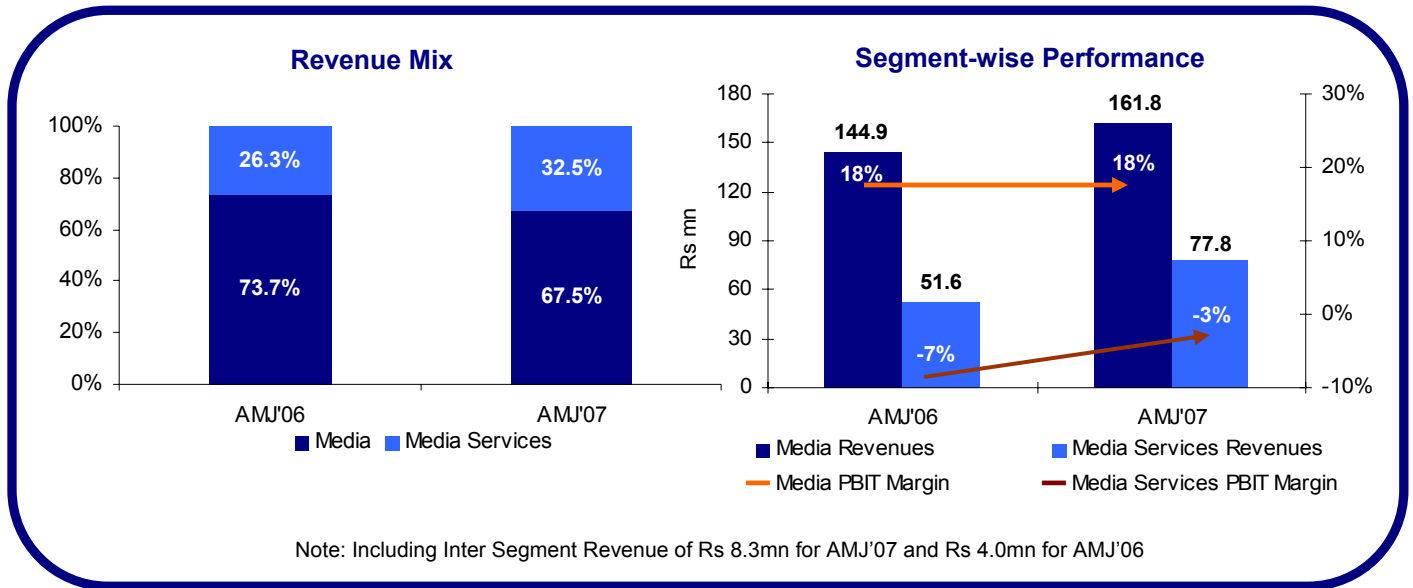
#### Q1 FY'08 Vs Q1 FY'07 – YoY

- **Total Income up 20.2% to Rs 231.3mn from Rs 192.5mn driven by strong growth in both media and media services segments**
  - ✓ Media revenues up 11.7% to Rs 161.8mn from Rs 144.9mn
  - ✓ Media Services revenues up 50.8% to Rs 77.8mn from Rs 51.6mn
- **EBITDA up 24.0%** to Rs 34.2mn from Rs 27.5mn due to increased revenues
- **EBITDA margin up to 14.8% from 14.3%**
- **Net Profit up 5.0% to Rs 13.2mn from Rs 12.6mn**
- Financial Charges increased by 66.3% to Rs 5.9mn from Rs 3.5mn due to increase in bank rates and additional funding for financing of new projects/acquisitions and working capital

### Operational and Other Highlights

- Received award for the Excellence in Cost Management from Institute of Cost and Works Accountants of India
- Content Management business growth propelled by acquisition of Publication Services Inc, USA
- Additional facility of 200 seats being created in Noida
- Work has commenced on two new media properties to be launched over the next four months
- Weekly TV program “India on the Move” launched on the national network

Segment Analysis



Q1 FY'08 Vs Q1 FY'07 – YoY

**Media Segment:**

- Revenues up 11.7% YoY to Rs 161.8mn driven by growth in publishing and events businesses
  - ✓ Publishing up 19.6% to Rs 143.4mn driven increase in ad pages and ad rates

**Media Services Segment:**

- Revenues up 50.8% YoY to Rs 77.8mn driven by growth in Content Management Services and Research businesses
  - ✓ Content Management Services witnessed a strong growth in revenues to Rs 16.0mn from Rs 4.7mn
  - ✓ Research up 52.6% to Rs 48.9mn from Rs 32.1mn driven by buoyancy in ICT market
- PBIT margin improved to -2.8% from -7.1% due to improved performance of key business sub-segments

### **About CyberMedia (India) Ltd.**

CyberMedia is South Asia's first and largest specialty media house with:

- Thirteen publications (including Dataquest and PCQuest) in the infotech, telecom, consumer electronics and biotech areas
- An end-to-end Media value chain including the internet ([www.ciol.com](http://www.ciol.com)), events and television
- Media Services include market research (IDC India), job board (CyberMedia Dice), content outsourcing, multimedia, and media education

CyberMedia's products reach out to 1.2mn readers and 0.7mn online community. Its publications are leaders in their respective categories.

For further information on company please visit [www.cybermedia.co.in](http://www.cybermedia.co.in)

### **Forward Looking Statement**

*Certain statements in this document with words or phrases such as "will", "should", etc., and similar expressions or variation of these expressions or those concerning our future prospects are forward looking statements. Actual results may differ materially from those suggested by the forward looking statements due to a number of risks or uncertainties associated with the expectations. These risks and uncertainties include, but are not limited to, our ability to successfully implement our strategy and changes in government policies. The company may, from time to time, make additional written and oral forward looking statements, including statements contained in the company's filings with the stock exchanges and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.*

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